

# 24 QUESTIONS TO ASK ABOUT YOUR MEASUREMENT STRATEGY

## Core Strategy

1. How do you define success?

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2. What are you measuring in your business?

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3. What's the most important metric you track?

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4. Do you have short and long term goals?

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5. Does everyone in your company know the goal for the year? Quarter? Month?

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6. Other than profitability, do you know how well your company is actually doing?

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## Customer Service Strategy

7. Do you receive customer/client feedback?

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8. How do you know who your best customers are?

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9. If you had more feedback do you think you could make better business decisions?

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10. Who has the most contact (phone, e-mail, in person) with your customers in your business?

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11. How do you measure what your customers actually think of your product or service?

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### **Marketing Strategy**

12. Do you separate your unmeasured marketing from your measured?

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13. Do you separate Paid, earned, owned, and shared marketing tactics?

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14. Do you know how much it costs to acquire a new customer?

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15. How do you know if your activity on Social platforms (Facebook, Twitter, YouTube) is effective?

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### **Website Strategy**

16. What are your most popular/profitable pages on your website?

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17. Are you consistently increasing valuable traffic to your website?

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18. What's the most important thing people do on your website?

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19. Do you give them an experience on your website they won't soon forget?

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## 24 QUESTIONS TO ASK ABOUT YOUR MEASUREMENT STRATEGY

20. How could you create more leads from your website?

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### **Internal Strategy**

21. If you or your staff could change one thing about your company what would it be?

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22. How do you know what your staff thinks about your company?

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23. What do you do regularly to encourage a positive company culture?

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24. Does your staff feel they have the resources to perform their job to the highest level?

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